

## CLAIMS

What is claimed is:

1. A method for delivering information to a person accessing a banner website from a terminal located remote from the source of said banner website, the terminal having an associated display upon which the content of the website is visually perceived by a person using the terminal and a cursor whose position is controllable by the person, comprising the steps of:

- (a) providing initial signals from said source of said website or from another remote source when the website is accessed by said person to establish a banner area on the display, said banner area including banner information that is visually perceivable by said person when said website is accessed and plural sub-areas of said banner area having respective associations with additional visually perceivable information;
- (b) enabling said person to select any one of said sub-areas of said banner area to provide a selected sub-area, whereupon said person is provided with a first display of said respective additional visually perceivable information associated with said selected sub-area;
- (c) altering said associations between said additional visually perceivable information and said sub-areas to provide reassociated information; and
- (d) providing a second display of said reassociated information.

2. The method of Claim 1 wherein the additional visually perceivable information is provided substantially outside the boundaries of said banner area.

3. The method of Claim 1 wherein said additional visually perceivable information includes audio information.

4. The method of Claim 1 wherein said additional visually perceivable information includes video information.

5. The method of Claim 1 wherein said additional visually perceivable information comprises mixed media information.

6. The method of Claim 1 wherein said additional visually perceivable information remains perceivable to the person as long as said cursor is positioned on said selected sub-area.

7. The method of Claim 1 wherein said initial signals carry instructions necessary for enabling said terminal to establish said additional visually perceivable information when in receipt of appropriate data.

8. The method of Claim 7 wherein said method further comprises the step of re-accessing said source of said website or accessing another source for receiving the data upon which said instructions operate to provide said additional visually perceivable information.

9. The method of Claim 6 wherein said additional visually perceivable information is displayed in a selected region adjacent said selected sub-area and said additional visually perceivable information remains perceivable to the person as long as said cursor is positioned on said selected region.

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10. The method of Claim 9 wherein said additional visually perceivable information contains link information for linking said person to a further website when said person clicks on said selected region.

11. The method of Claim 1 comprising the steps of:

- (a) receiving said visually perceivable banner information;
- (b) receiving said additional visually perceivable information; and
- (c) specifying a placement of said additional visually perceivable information with respect to said visually perceivable banner information.

12. The method of Claim 11 comprising the steps of:

- (a) receiving first identification data representative of said visually perceivable banner information;
- (b) receiving second identification data representative of said additional visually perceivable information; and
- (c) displaying said visually perceivable banner information and said additional visually perceivable information in accordance with said first and second identification data.

13. The method of Claim 12 comprising the step of building a use map in accordance with said first and second identification data.

14. The method of Claim 13 wherein the step of providing said additional visually perceivable information comprises the steps of:

- (a) building a pop-up function in accordance with said additional visually perceivable information;

- (b) adding hypertext markup language information to said pop-up function to provide an enhanced pop-up function; and
- (c) displaying said visually perceivable banner information and said additional perceivable banner information in accordance with said enhanced pop-up function.

15. The method of Claim 1 comprising the further step of repeating step (b) after altering said associations between said sub-areas and said respective additional visually perceivable information.

16. The method of Claim 15 comprising the steps of:

- (a) recording parameters representative of the performance of said additional visually perceivable information to provide recorded performance parameters; and
- (b) altering said associations between said sub-areas and said respective additional visually perceivable information in accordance with said recorded performance parameters.

17. The method of Claim 16 comprising the steps of altering said associations between said sub-areas and said respective additional visually perceivable banner information in accordance with predetermined recorded performance parameters.

18. The method of Claim 16 comprising the steps of altering said associations between said sub-areas and said respective additional visually perceivable banner information in accordance with recorded performance parameters selected after said altering of said associations between said sub-areas and said respective additional visually perceivable information .

19. The method of Claim 1 comprising the steps of:

- (a) transmitting a request having request information to a server database on a further website containing stored visually perceivable information in response to said positioning of said cursor on said selected sub-area;
- (b) selecting said additional visual information from said stored visual information in response to said request information; and
- (c) transmitting said selected stored visual information to said banner website.

20. The method of Claim 1 wherein said terminal provides a terminal display having a display iframe comprising the steps of displaying said visually perceivable banner information within said display iframe and displaying said additional visually perceivable information in response to positioning said cursor on said iframe.